

Industry Craft Lions

2019 Winners



Title	Brand	Product/Service	Entrant Company	Country	Prize
A01 (Brand & Communications Design)					
SANS FORGETICA	RMIT UNIVERSITY	RMIT UNIVERSITY EDUCATION	NAKED COMMUNICATIONS SYDNEY	AUSTRALIA	BRONZE LION
THE VERY HAPPY MEAL FONT.	MCDONALD'S JAPAN	HAPPY MEAL	BEACON/LEO BURNETT TOKYO	JAPAN	BRONZE LION
GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	DDB NEW YORK	USA	GOLD LION
A02 (Packaging Design)					
SUBJECTIF	13TH STREET WINERY	SUBJECTIF	LG2 CANADA	CANADA	BRONZE LION
A03 (Print & Publishing)					
THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC/HAVAS SÃO PAULO	BRAZIL	SILVER LION
A04 (Outdoor)					
PAIN-DREAM	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION CAMPAIGN
SHAME-DEFIANCE	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION CAMPAIGN
INHUMAN-HUMAN	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION CAMPAIGN
DESPAIR-JOY	28 TOO MANY	(FGM) FEMALE GENITAL MUTILATION	IMPACT BBDO DUBAI	UNITED ARAB EMIRATES	BRONZE LION CAMPAIGN
B01 (Brand & Communications Design)					
REARRANGED	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	SILVER LION
JUST DO IT HQ AT THE CHURCH	NIKE	NIKE	MOMENTUM WORLDWIDE NEW YORK	USA	GRAND PRIX
THE MOST CHALLENGING PINGPONG TABLE	JAPAN PARA TABLE TENNIS ASSOCIATION	PARA PINGPONG TABLE	TBWA/HAKUHODO INC. TOKYO	JAPAN	BRONZE LION
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	SILVER LION
B02 (Packaging Design)					
ART DIRECTED BY NATURE - 6 YEAR WINE COLLECTION	VINSKI PODRUM BUZET	PIQUENTUM WINE	STUDIO SONDA VIZINADA	CROATIA	BRONZE LION
DISCOVER YOUR AIR	FOOT LOCKER	AIR MAX DAY	LAUNDRY SERVICE NEW YORK	USA	SILVER LION
B03 (Print & Publishing)					
THE 9'58 BIOGRAPHY	PUMA	BIOGRAPHY BOOK	BETC/HAVAS SÃO PAULO	BRAZIL	SILVER LION
IKEA REAL LIFE SERIES 1	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN MADRID	SPAIN	SILVER LION CAMPAIGN
THE GUN VIOLENCE HISTORY BOOK	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	FCB CHICAGO	USA	GOLD LION
IKEA REAL LIFE SERIES SIMPS...	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN MADRID	SPAIN	SILVER LION CAMPAIGN
IKEA REAL LIFE SERIES 3	IKEA	FURNITURE/LIVING ROOM	PUBLICIS SPAIN MADRID	SPAIN	SILVER LION CAMPAIGN
B04 (Outdoor)					
72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -1	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC. TOKYO	JAPAN	BRONZE LION CAMPAIGN
72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -2	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC. TOKYO	JAPAN	BRONZE LION CAMPAIGN
72POSTERS FOR SCHOOL TEAMS PARTICIPATING IN THE HIGH SCHOOL SUMO TOURNAMENT -3	THE HOKKOKU SHIMBUN	KANAZAWA HIGH SCHOOL SUMO WRESTLING TOURNAMENT	DENTSU INC. TOKYO	JAPAN	BRONZE LION CAMPAIGN
THE FAKE NEWS STAND	COLUMBIA JOURNALISM REVIEW	COLUMBIA JOURNALISM REVIEW - NEWS	TBWA/CHIAT'DAY NEW YORK	USA	SILVER LION
GRAVE OF THRONES	FOXTEL	GAME OF THRONES	REVOLVER/WILL O'ROURKE SYDNEY	AUSTRALIA	GOLD LION
MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
GAMES OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
TRUCK ART CHILDFINDER	BERGER PAINTS	BERGER PAINTS	BBDO PAKISTAN LAHORE	PAKISTAN	SILVER LION
LET'S SAMBA	ALPARGATAS	HAVAIANAS	ALMAPBBDO SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
LET'S CARNIVAL	ALPARGATAS	HAVAIANAS	ALMAPBBDO SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
DRINK WITH THIS POSTER	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
PIRARUCU	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
JIBÓIA	AMBEV	GUARANÁ ANTARCTICA	ALMAPBBDO SÃO PAULO	BRAZIL	BRONZE LION CAMPAIGN
C01 (Brand & Communications Design)					
LOSE YOURSELF IN A BOOK	PENGUIN RANDOM HOUSE NORTH ASIA	PENGUIN BOOK	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION
C02 (Packaging Design)					
110 YEARS OF THE STRIDING MAN	DIAGEO	JOHNNY WALKER	CRISPIN PORTER BOGUSKY+ SÃO PAULO	BRAZIL	BRONZE LION
LET'S SUMMER	ALPARGATAS	HAVAIANAS	ALMAPBBDO SÃO PAULO	BRAZIL	SILVER LION
C03 (Print & Publishing)					
BLACK BOX	FACULDADE ZUMBI DOS PALMARES	FACULDADE ZUMBI DOS PALMARES	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	GOLD LION

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HOMEWORK	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION CAMPAIGN
MUSIC	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION CAMPAIGN
TIDY-UP	CHUPA CHUPS (SNACK TO HOME LIMITED)	CHUPA CHUPS	CHEIL WORLDWIDE HONG KONG	HONG KONG	BRONZE LION CAMPAIGN
C04 (Outdoor)					
JORDAN	BASKET MAG	SPORT MAGAZINE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
CURRY	BASKET MAG	SPORT MAGAZINE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
RODMAN	BASKET MAG	SPORT MAGAZINE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MUTOMBO	BASKET MAG	SPORT MAGAZINE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
BARKLEY	BASKET MAG	SPORT MAGAZINE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
GREAT STORIES ARE TIMELESS	TRIBECA FILM FESTIVAL	TRIBECA FILM FESTIVAL	DDB NEW YORK	USA	GOLD LION
ABSOLUT LOVE BOTTLE	ABSOLUT VODKA	ABSOLUT VODKA	360I NEW YORK	USA	BRONZE LION
D02 (Print & Publishing)					
PARADE	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	ARNOLD WORLDWIDE BOSTON	USA	SILVER LION CAMPAIGN
MOUNT RUSHMORE	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	ARNOLD WORLDWIDE BOSTON	USA	SILVER LION CAMPAIGN
FIRST FLIGHT	PROGRESSIVE INSURANCE	PROGRESSIVE INSURANCE	ARNOLD WORLDWIDE BOSTON	USA	SILVER LION CAMPAIGN
REARRANGED - 1	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	GOLD LION CAMPAIGN
REARRANGED - 2	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	GOLD LION CAMPAIGN
REARRANGED - 3	BERLINER PHILHARMONIKER	BERLINER PHILHARMONIKER	SCHOLZ & FRIENDS BERLIN	GERMANY	GOLD LION CAMPAIGN
MAGNUM BY MAGNUM	UNILEVER	MAGNUM	LOLA MULLENLOWE MADRID	SPAIN	BRONZE LION
MCDelivery-1	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MCDelivery-3	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
MCDelivery-5	MCDONALD'S FRANCE	DELIVERY SERVICE	TBWA/PARIS	FRANCE	BRONZE LION CAMPAIGN
D03 (Outdoor)					
GET BACK, TOHOKU. 1	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN	SILVER LION CAMPAIGN
GET BACK, TOHOKU. 3	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN	SILVER LION CAMPAIGN
GET BACK, TOHOKU. 4	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN	SILVER LION CAMPAIGN
GET BACK, TOHOKU. 5	EAST JAPAN RAILWAY COMPANY	TOHOKU SHINKANSEN	DENTSU INC. TOKYO	JAPAN	SILVER LION CAMPAIGN
GAME OF THRONES (HBO)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
STAR TREK DISCOVERY (AMAZON PRIME)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
MOTLEY CRUE THE DIRT (NETFLIX)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
EXPEDITION VOLCANO (BBC)	KFC HONG KONG, JARDINE RESTAURANT GROUP	KFC HONG KONG	OGILVY HONG KONG	HONG KONG	SILVER LION CAMPAIGN
FRANKENSTEIN	CHICAGO PUBLIC LIBRARY	LIBRARY	FCB CHICAGO	USA	BRONZE LION CAMPAIGN
WONDERFUL WIZARD OF OZ	CHICAGO PUBLIC LIBRARY	LIBRARY	FCB CHICAGO	USA	BRONZE LION CAMPAIGN
THE JUNGLE BOOK	CHICAGO PUBLIC LIBRARY	LIBRARY	FCB CHICAGO	USA	BRONZE LION CAMPAIGN
SCARLET LETTER	CHICAGO PUBLIC LIBRARY	LIBRARY	FCB CHICAGO	USA	BRONZE LION CAMPAIGN
MAN IN THE IRON MASK	CHICAGO PUBLIC LIBRARY	LIBRARY	FCB CHICAGO	USA	BRONZE LION CAMPAIGN
BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON MUMBAI	INDIA	BRONZE LION CAMPAIGN
BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON MUMBAI	INDIA	BRONZE LION CAMPAIGN
BLINK OFF	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON MUMBAI	INDIA	BRONZE LION CAMPAIGN
BLINK TEST	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON MUMBAI	INDIA	BRONZE LION CAMPAIGN
BLINK OFF	JIMMY NELSON FOUNDATION	JIMMY NELSON FOUNDATION	WUNDERMAN THOMPSON MUMBAI	INDIA	BRONZE LION CAMPAIGN
E03 (Print & Publishing)					
STAN SMITH: "SOME PEOPLE THINK I'M A SHOE!"	ADIDAS	THE STAN SMITH SHOE	JOHANNES LEONARDO NEW YORK	USA	BRONZE LION
THE PAN	AVON	AVON	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	BRONZE LION CAMPAIGN
THE BROOM	AVON	AVON	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	BRONZE LION CAMPAIGN
THE PILLOW	AVON	AVON	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	BRONZE LION CAMPAIGN
THE HEELS	AVON	AVON	WUNDERMAN THOMPSON SAO PAULO	BRAZIL	BRONZE LION CAMPAIGN

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E04 (Outdoor)					
SPOIL YOUR INNER CHILD	HONDA MOTO	MONKEY	DDB PARIS	FRANCE	SILVER LION CAMPAIGN
BECAUSE MATURITY	HONDA MOTO	MONKEY	DDB PARIS	FRANCE	SILVER LION CAMPAIGN
CHILDREN HATE	HONDA MOTO	MONKEY	DDB PARIS	FRANCE	SILVER LION CAMPAIGN